



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

CONTRACT

| | | |
|---|---|--|
| <u>Contract / Revision</u> 964385 / | | <u>Alt Order #</u> 06378025 |
| <u>Product</u> ROMNEY FOR PRESIDENT | | |
| <u>Contract Dates</u> 10/17/12 - 10/23/12 | | <u>Estimate #</u> |
| <u>Advertiser</u> Romney/R/President | | <u>Original Date / Revision</u> 10/18/12 / 10/18/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WLWT | <u>Account Executive</u> Mica Hansen | <u>Sales Office</u> HRP -Washingt |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 25+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

American Rambler
138 Conant Street
Beverly, MA 01915

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|--|-----------------|-------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1 | WLWT | 10/22/12 | 10/23/12 | 6-7a news | 6-7a | | :30 | | | NM | 2 | \$1,600.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MT----- | | | | 2 | \$800.00 | | | |
| 2 | WLWT | 10/17/12 | 10/19/12 | 6-7a news | 6-7a | | :30 | | | NM | 3 | \$2,400.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --WTF-- | | | | 3 | \$800.00 | | | |
| 3 | WLWT | 10/22/12 | 10/23/12 | NBC Today Show | 7-9a | | :30 | | | NM | 4 | \$4,800.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MT----- | | | | 4 | \$1,200.00 | | | |
| 4 | WLWT | 10/17/12 | 10/19/12 | NBC Today Show | 7-9a | | :30 | | | NM | 6 | \$7,200.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --WTF-- | | | | 6 | \$1,200.00 | | | |
| 5 | WLWT | 10/22/12 | 10/23/12 | NBC Today Show II | 9-10a | | :30 | | | NM | 2 | \$1,600.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MT----- | | | | 2 | \$800.00 | | | |
| 6 | WLWT | 10/17/12 | 10/19/12 | NBC Today Show II | 9-10a | | :30 | | | NM | 3 | \$2,400.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --WTF-- | | | | 3 | \$800.00 | | | |
| 7 | WLWT | 10/22/12 | 10/23/12 | 12-1230p M-F news | 12-1230p | | :30 | | | NM | 2 | \$900.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | MT----- | | | | 2 | \$450.00 | | | |
| 8 | WLWT | 10/17/12 | 10/19/12 | 12-1230p M-F news | 12-1230p | | :30 | | | NM | 3 | \$1,350.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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| 10/17/12 - 10/23/12 | ROMNEY FOR PRESID | |

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|--------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Romney/R/President | 10/18/12 / 10/18/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|--|------|------------|----------|--------------------|----------------|------|--------|------------|------|------|-------|------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$450.00 | | | | | | | | | | | | |
| 9 | WLWT | 10/22/12 | 10/23/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 2 | \$2,000.00 |
| Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 MT----- 2 \$1,000.00 | | | | | | | | | | | | |
| 10 | WLWT | 10/17/12 | 10/19/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 3 | \$3,000.00 |
| Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$1,000.00 | | | | | | | | | | | | |
| 11 | WLWT | 10/22/12 | 10/23/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 2 | \$2,000.00 |
| Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 MT----- 2 \$1,000.00 | | | | | | | | | | | | |
| 12 | WLWT | 10/17/12 | 10/19/12 | 5-530p M-F news | 5-530p | | :30 | | | NM | 3 | \$3,000.00 |
| Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$1,000.00 | | | | | | | | | | | | |
| 13 | WLWT | 10/22/12 | 10/23/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 2 | \$2,000.00 |
| Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 MT----- 2 \$1,000.00 | | | | | | | | | | | | |
| 14 | WLWT | 10/17/12 | 10/19/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 3 | \$3,000.00 |
| Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$1,000.00 | | | | | | | | | | | | |
| 15 | WLWT | 10/17/12 | 10/17/12 | W9-10p | W9-10p | | :30 | | | NM | 2 | \$7,000.00 |
| Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --2----- 2 \$3,500.00 | | | | | | | | | | | | |
| 16 | WLWT | 10/18/12 | 10/18/12 | Th9-10p | Th9-10p | | :30 | | | NM | 1 | \$3,000.00 |
| Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 ---1--- 1 \$3,000.00 | | | | | | | | | | | | |
| 17 | WLWT | 10/19/12 | 10/19/12 | F9-10p | F9-10p | | :30 | | | NM | 2 | \$4,400.00 |
| Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 ----2-- 2 \$2,200.00 | | | | | | | | | | | | |
| 18 | WLWT | 10/19/12 | 10/19/12 | F10-11p | F10-11p | | :30 | | | NM | 1 | \$3,000.00 |
| Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 ----1-- 1 \$3,000.00 | | | | | | | | | | | | |
| 19 | WLWT | 10/20/12 | 10/20/12 | Sa/su7-8a news | Sa/su7-8a | | :30 | | | NM | 2 | \$1,600.00 |
| Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2- 2 \$800.00 | | | | | | | | | | | | |
| 20 | WLWT | 10/20/12 | 10/20/12 | NBC Saturday Today | Sa8-10a | | :30 | | | NM | 2 | \$2,400.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |

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| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/17/12 - 10/23/12 | ROMNEY FOR PRESID | |

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| <u>Advertiser</u> | <u>Original Date / Revision</u> |
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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---|------|------------|----------|---------------------|----------------|------|--------|------------|------|------|-----------|--------------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2- 2 \$1,200.00 | | | | | | | | | | | | |
| 21 | WLWT | 10/20/12 | 10/20/12 | Sa 10-11a News | Sa 10-11a | | :30 | | | NM | 2 | \$1,200.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2- 2 \$600.00 | | | | | | | | | | | | |
| 22 | WLWT | 10/20/12 | 10/20/12 | 11-1135p M-Su | 11-1135p | | :30 | | | NM | 2 | \$3,400.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2- 2 \$1,700.00 | | | | | | | | | | | | |
| 23 | WLWT | 10/21/12 | 10/21/12 | NBC Sunday Today | Su8-9a | | :30 | | | NM | 2 | \$3,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2 2 \$1,500.00 | | | | | | | | | | | | |
| 24 | WLWT | 10/21/12 | 10/21/12 | Su 9-10a News | Su 9-10a | | :30 | | | NM | 2 | \$1,800.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2 2 \$900.00 | | | | | | | | | | | | |
| 25 | WLWT | 10/21/12 | 10/21/12 | NBC MEET THE PRESS | NBC MEET THE P | | :30 | | | NM | 1 | \$1,200.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----1 1 \$1,200.00 | | | | | | | | | | | | |
| 26 | WLWT | 10/21/12 | 10/21/12 | NFL Pre-Game | NFL | | :30 | | | NM | 1 | \$3,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----1 1 \$3,000.00 | | | | | | | | | | | | |
| 27 | WLWT | 10/21/12 | 10/21/12 | Late News after NFL | Late News | | :30 | | | NM | 2 | \$3,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2 2 \$1,500.00 | | | | | | | | | | | | |
| 28 | WLWT | 10/21/12 | 10/21/12 | SU 530-6a | SU 530-6a | | :30 | | | NM | 1 | \$150.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----1 1 \$150.00 | | | | | | | | | | | | |
| N 29 | WLWT | 10/21/12 | 10/21/12 | BENGALS GAME 10/21 | BENGALS GAME | | :30 | | | NM | 2 | \$24,000.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----S 2 \$12,000.00 | | | | | | | | | | | | |
| Totals | | | | | | | | | | | 65 | \$99,400.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/23/12 | 65 | \$99,400.00 | \$84,490.00 |
| Totals | 65 | \$99,400.00 | \$84,490.00 |

✓
 64690
 20,400
 84,490

Signature: _____ **Date:** _____

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| 10/17/12 - 10/23/12 | ROMNEY FOR PRESID | |

| <u>Advertiser</u> | <u>Original Date / Revision</u> |
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